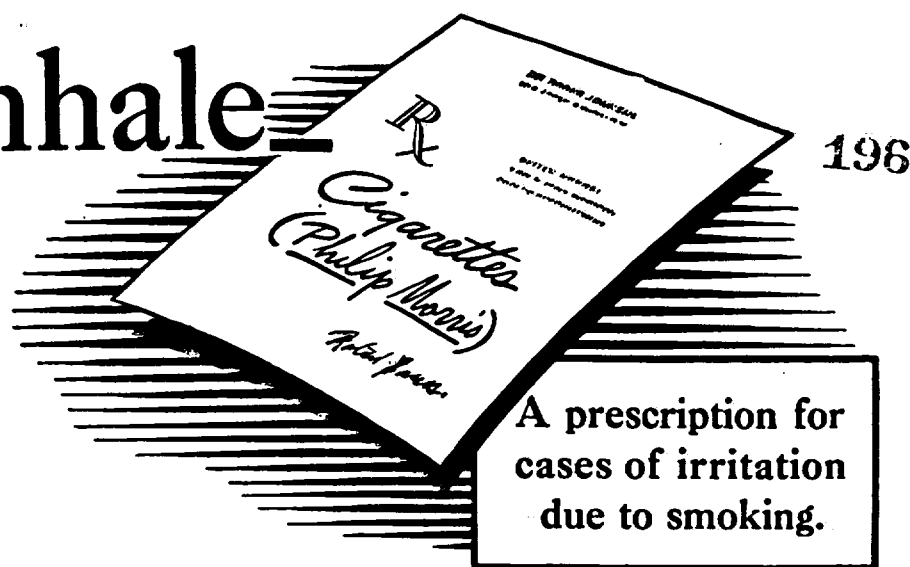


Because all smokers inhale



Whether they know it or not—you know all smokers inhale (at least some of the time) . . . and inhaling, they increase the possibility of irritation.

Prescribing a change to Philip Morris cigarettes is important because:

In recognized laboratory tests* the irritant quality of the smoke of four other leading brands averaged more than three times that of Philip Morris.

Further, the irritant quality was observed to last more than five times as long.

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.

119 FIFTH AVE., NEW YORK



*Facts from: Proc. Soc. Exp. Biol. & Med., 1934, 32, 241-245; N. Y. State Jrl. of Med. Vol. 35, No. 11,590; Arch. of Otolaryngology, Mar. 1936, Vol. 23, No. 3,306.

1003071308